

# THE ECONOMIC TIMES

## HP arm Snapfish buys MeraSnap

Our Bureau  
BANGALORE

SNAPPISH, the online photo services business of Hewlett Packard (HP), has acquired the customers of MeraSnap.com, an online digital photo printing and delivery portal, for an undisclosed sum. The deal gives the HP-owned company access to about one lakh MeraSnap clients and Snapfish MD (Asia-Pacific and Latin America) Bala Parthasarthy said it would continue to scout for inorganic growth opportunities meeting size and value requirements.

Among the prominent players in the online photo service business in India are Pic-square and ZoomIn. Snapfish, which launched its India operations about 8 months ago, has built up a customer base of some two

lakh. Globally, Snapfish is present in 23 countries, with over 50 million customers.

MeraSnap was started in October 2005 as one of India's earliest online digital photo printing and delivery portals. It has a significant client base among NRIs. The growth in photo services market is being driven mainly by the expanding use of digital cameras and Internet broadband. Mobile phone handsets with cameras have also become an important revenue stream. Mr Parthasarthy said Snapfish would be able to maintain current growth rates in India over the next two years.

### PHOTO GRAPH

**MeraSnap is an online digital photo printing and delivery portal. Deal gives HP-owned company access to about one lakh MeraSnap clients. Globally, Snapfish is present in 23 countries, with over 50 million customers.**